

# RAVEN

WINTER 2017 | No. 27





Allen E. Gant, Jr.  
CEO AND CHAIRMAN

Dear Readers,

One of the key takeaways from Glen Raven's 2016 Innovation Summit was a simple yet powerful comment from one of our presenters: "Creativity has no boundaries." It was a reminder that innovation and design go hand in hand and that companies must always strive to create something of value to the end user. Another presenter aptly suggested: "Don't box yourself into what you did today." After all, without boxes or boundaries, we are freer to explore new ideas and thinking, while sustaining an environment that embraces innovation and all of its possibilities.

The Summit was designed to unshackle our brains and remind each of us that we are innovators and thought leaders in our own way. It's also a theme found in the customer profiles featured in this issue of Raven magazine, including Awnings by Zip Dee, which was started after the founder unshackled his thinking process and built a better awning. If he hadn't, his wife may have given up camping.

The iconic O.Henry Hotel needed an innovative approach to an awning face-lift for one of the most recognizable buildings in Greensboro, North Carolina. Awnings are usually replaced from the outside, but that proved unworkable for the 130-room hotel. The solution? Replace each awning from the inside. Thinking outside the box also led to the founding of Tumacs Covers. When the founder started his canvas company in 1958, he included a line of boat covers. His was the first Pittsburgh canvas company to do so, laying the foundation for nearly six decades of success.

Sugar House Awning Industries, named after one of Salt Lake City's oldest communities, is celebrating 75 years in business, a milestone that few family businesses achieve. In an interview with the founder's grandson, we learn that being nimble and willing to diversify are the keys to the company's success. A nimble approach to business — and personal growth — applies to Awning Works Inc. as well. What started out as a new adventure for a husband and wife team has blossomed into a multigenerational family enterprise, complete with grandchildren who may one day continue the business's legacy.

The founding of Thibaut takes us back to 1886 and reminds us that companies do not endure for over a century by accident. It takes hard work, perseverance and a willingness to adapt to changing customer tastes. It also requires a certain passion in order to identify the next "new normal." Almost every aspect of life will change in the next 130 years, including home design styles, and as you will read, Thibaut is a step ahead.

We conclude this issue with a look at what happens when you combine two world-leading brands known for innovation, technical expertise, performance and design — Sunbrella® and Dickson®. The answer will give you a glimpse of what's possible with performance fabrics in the decades ahead.

*Allen E. Gant, Jr.*





Thibaut has become synonymous with beautiful traditional and transitional designs in signature color palettes. With an insightful knowledge of shifting market trends and homeowner desires, Thibaut prides itself on creating unique patterns with Sunbrella® fabrics. | Page 06

# RAVEN

WINTER 2017 | No. 27

02

THREE GENERATIONS OF SUCCESS: SUGAR HOUSE AWNING INDUSTRIES KEEPS IT IN THE FAMILY

08

THIBAUT: A PASSION FOR PATTERNS

12

AWNING WORKS INC.: ELEVATING EMBROIDERY

16

THE ICONIC O.HENRY HOTEL IN GREENSBORO GETS AN AWNING FACELIFT FROM THE DIZE COMPANY

20

EARWORM: 'ZIP-A-DEE DOO-DAH' INSPIRES NAMING OF AWNINGS BY ZIP DEE

24

LIMITED EDITION: THE ART OF COLLABORATION IN FRENCH YACHT LIFESTYLE DESIGN

26

'EVERYTHING LASTS LONGER' AT TUMACS COVERS

## ON THE COVER:

SUGAR HOUSE AWNING INDUSTRIES BELIEVES IN PRODUCING THE HIGHEST QUALITY PRODUCTS FOR ITS CUSTOMERS, INCLUDING THE GREAT SALT LAKE SHORELANDS PRESERVE IN UTAH.

# THREE GENERATIONS OF SUCCESS:

## SUGAR HOUSE AWNING INDUSTRIES KEEPS IT IN THE FAMILY

In the spring of 1941, Walter O. Peterson's dream of becoming a small-business owner was close to coming true. The entrepreneur and a business partner had each invested their life savings — a combined \$1,500, or \$25,000 today when adjusted for inflation — into a new business venture. But it still was not enough.

"My grandfather was working as a bookkeeper for an awning company in the late 1930s when inspiration struck and he realized he could run his own business," said Mike Peterson, president of the company his grandfather founded, Sugar House Awning Industries. "He and a business partner had \$1,500 to invest, but they needed \$2,500 to launch their new business."

"After combining nearly all of their savings, they borrowed the rest and opened their doors in 1941," he added. "We're talking about more than \$42,000 in today's dollars, so they were determined to succeed — and succeed they did."

**"Our customers know the Sunbrella name and because we use only genuine Sunbrella fabrics it gives us a competitive advantage in our industry."**

**MIKE PETERSON**

**President of Sugar House Awning Industries**

Sugar House Awning Industries, named after one of Salt Lake City's oldest communities, Sugar House, is celebrating 75 years in business, a milestone that few family businesses achieve. The company has become Utah's authority on awnings, boat covers and canvas products, but it hasn't always been easy.

Sugar House Awning has weathered multiple wars, economic ups and downs, and decades of population expansion. Less than a year after its opening, the United States entered World War II. Because of wartime priorities and rationing, industrial fabrics were nearly impossible to locate and buy, causing the owners to diversify to keep their new business afloat. The company added a line of Sherwin-Williams paints to supplement its awning business and rebranded itself as Sugar House Awning and Paint Company, a name that lasted for more than 30 years.





“Being nimble and willing to diversify were the keys to the company’s success,” Peterson said. “It wasn’t until we moved into a new facility in 1973 that the paint business was discontinued. My grandfather had decided to go back to his core strengths — awnings.”

Sugar House Awning offers a range of residential awnings, including patio and deck awnings, window awnings and drop shades. Its commercial awning offerings include backlit awnings, patio covers and canopies, retractable lateral-arm awnings, rigid frame awnings, and tension structures and shade sails.

“In the early days, awnings were strictly made to shade the windows of homes, apartment buildings and businesses,” Peterson said. “As time went on, however, residential awnings have become as much a decorator item as a utilitarian product, while commercial awnings are being used more and more as a business’s main identifier.”

Among Sugar House Awning’s most popular residential awnings are slide wire canopies, which allow homeowners to manage the amount of sunlight that enters a patio area, and retractable patio awnings, designed to offer both full and partial shade protection. On the commercial side, the freestanding shade solutions offered by shade sails are gaining in popularity among its customers.

“Our residential customers want sun protection for their outdoor living spaces, while commercial customers seek applications that add striking visual elements to their building’s façade,” Peterson said. “We take pride in offering shade solutions for all of our customers, regardless of how they interact with the outdoors.”

Because Sugar House Awning believes in producing the highest quality products for its customers, it uses only premium materials such as Sunbrella® fabrics and has done so for more than 45 years.

“We’re a big believer that Sunbrella is simply the best performance fabric available,” Peterson said. “Our customers know the Sunbrella name and because we use only genuine Sunbrella fabrics it gives us a competitive advantage in our industry.”



Peterson credits his company's partnership with Glen Raven's distribution subsidiary, Trivantage®, for keeping him abreast of the latest colors and patterns available for shade and marine applications, including those for bimini tops and snap-on boat cover applications.

"The word 'partnership' is thrown around loosely in business today, but we consider Trivantage a business partner in the truest sense of the word," he said. "They often reach out to us about new products and, perhaps most importantly, with new ideas. They are a great resource whenever we need advice and counsel. We often call them up and say we have this product or that application and they always respond with recommendations that are right on target."

"As a longtime user of Sunbrella, Trivantage's selection of Sunbrella fabrics is superior," Peterson continued. "They offer 60-inch widths of Sunbrella in colors that other distributors don't offer. Sixty-inch widths are ideal for our applications and to be able to offer this width in so many different colors allows us to offer tremendous value for our customers. To me, a business partner is someone who knows your business inside and out and goes above and beyond. That's Trivantage."

Following his retirement in 1979, Walter Peterson transitioned his business to his two sons, who have since passed their halves to their children. Today, nine of his children, grandchildren and great-grandchildren are part owners, including Mike Peterson. The family relocated the business in 2000 to a facility in Midvale, Utah, a move designed to better serve awning customers across the Intermountain West, or Idaho, Colorado, Nevada and Wyoming.

"We consider ourselves fortunate to carry on our grandfather's legacy and good name across the Intermountain West," Peterson said. "After so much experience, Sugar House Awning still stands by the principles that made it so successful for three-quarters of a century, and we will continue our dedication to our clients and the community for generations to come."

On the web at [sugarhouseawning.com](http://sugarhouseawning.com)



Sugar House Awning turned to Trivantage® for shade solutions at an open-air visitor center at the 4,400-acre Great Salt Lake Shorelands Preserve, which protects one of the western hemisphere's most important stopovers for migrating birds. The preserve, located north of Salt Lake City, includes a boardwalk trail through the bird-watching habitat. Sugar House Awning also offers a range of residential awnings, including patio and deck awnings, while commercial awning customers seek applications that add striking visual elements to their building's façade.









# THIBAUT:

A PASSION FOR PATTERN

1886 was a momentous year. The Statue of Liberty was dedicated. An Atlanta pharmacist invented what became Coca-Cola. Karl Benz patented the first gasoline-powered automobile. And Thibaut was born. Over the past 130 years, Thibaut has seen the Great Depression, two world wars, multiple recessions, and countless other political and economic hardships. Despite this, the New Jersey-based company has grown — and thrived — and today holds the title of the longest continually operating wall covering company in the United States.

Companies do not endure for over a century by accident. It takes a special group to weather changing trends, markets, demographics and customer tastes. But Thibaut has done it with ease and grace, making business choices not out of self-interest, but out of a desire to truly hear customer wants and needs.

This is exemplified by Thibaut's evolution from a wallpaper company to a home design firm. In 1960, Thibaut introduced its first line of



fabrics, and in 2012, Thibaut Fine Furniture was founded. Throughout its years, Thibaut watched designer and client reactions to trends and brought only the best patterns to their renowned fabrics, from the flower power of the '60s to the traditional look of the early '90s. Today, those trends seem to be merging in a uniquely modern combination of styles.

"The fabric trends we're seeing today are different than they have been in the past," said Stacy Senior, chief marketing officer and 22-year Thibaut veteran. "Rather than favoring a particular pattern, color palette or material, consumers are creating their own distinctive style by blending and mixing looks that typically might not be paired together. For instance, there's a resurgence of traditional style with florals and intricate designs, but bold graphics and geometrics are still just as popular."

Even with a myriad of styles flooding the market, one commonality is emerging. More and more, customers are looking for performance

fabrics with the texture and appearance of traditional materials and durability to last with daily use.

"Today's homeowner wants to use products that last," Senior said. "That extends to the upholstery on their furniture and drapes on their windows. They want a superior product that gives them the most durability for their money."

Yet there is still little consensus or understanding among customers regarding the qualities that constitute a performance fabric. While numerous products tout the label, most of them are beholden to specific care instructions that delineate specific chemicals and cleaners that can and cannot come into contact with the fabric. So when Thibaut initially set a course for collections featuring performance fabrics, Sunbrella® was their immediate choice.

"Sunbrella fabrics are high quality, and we fully believe in Glen Raven's testing and standards." Senior said. "We know that

“When you can create durable fabrics with great yarn, soft textures and beautiful finishing, there’s no reason they shouldn’t be used inside. It’s where the industry is headed, and Glen Raven and Sunbrella® are ahead of the trend.”

**STACY SENIOR**  
Chief Marketing Officer of Thibaut



because we can trust it, we can promote it with confidence to our customers, and that’s something we feel good about. Custom home fabric isn’t inexpensive, so we want to make sure that people are getting materials that they can love and that will last for years to come. That’s not something you can find from a lot of fabric houses.”

Because Sunbrella fabric is woven for high durability, it’s frame-ready upon purchase. This feature is attractive for designers who don’t want to treat fabrics after purchase at the risk of compromising the color or texture. Even after Thibaut was convinced, they weren’t sure how it would resonate with designers and customers.

“At first, we thought it might be challenging to launch a Thibaut Sunbrella line because it is traditionally seen by designers as an outdoor-only fabric, but the opportunity for indoor performance fabrics is enormous,” Senior said. “When you can create durable fabrics with great yarn, soft textures and beautiful finishing, there’s no reason they shouldn’t be used inside. It’s where the industry is headed, and Glen Raven and Sunbrella are ahead of the trend.”

Thibaut works with Sunbury Textile Mills of New York, which has a business partnership with Glen Raven Custom Fabrics, to develop their exclusive fabrics. In a typical mill-jobber relationship, the mill provides premade patterns and designs, but the relationship between



Thibaut and Sunbury is one of collaboration in concept and execution. Patricia Hoffman, manager and designer of wovens, works closely with mill associates to bring her designs to life in various luxury materials, including chenille, jacquard, and matelassé.

"We found a true partnership with Sunbury," Hoffman said. "We are able to combine fantastic Thibaut patterns and concepts with durable fabric in creations that are almost unrecognizable as performance fabric. In a world that exists increasingly in the digital sphere, the importance and impact of our physical environment cannot be underestimated. People want to be surrounded by comfortable materials that can stand up to frequent use as well as household cleaning products."

When Thibaut and Sunbrella released their first Sunbrella collection, Portico, in 2015, it was an immediate success. After three months of impressive sales, Senior and Hoffman knew they'd found the product their customers were looking for.

Thibaut now considers the Sunbury partnership a hallmark for their company that will address the burgeoning industry trend of high fashion, low maintenance interior fabrics. They released a second collection, Calypso, in 2016, and have plans to release another in February 2017.

"We're designing the collections to work in harmony with each other," Hoffman said. "Designers can combine fabrics from different collections and use them in the same room for drapes, ottomans, headboards, sofas and chairs. These fabrics can be used together in any room of the home for almost any purpose. Our Sunbrella® collections will only grow as we add new fabrics to our line."

Almost every aspect of life will change in the next 130 years, including home design styles, standards and expectations. Senior and Hoffman know Thibaut's initial Sunbrella collections are just the first step in a tradition of bringing high quality performance fabrics into the home.

"Performance fabrics are going to be the new normal." Senior said. "With our Sunbrella offerings expanding each year, we're poised to bring our customers the best quality fabric in unique, inspired colors and patterns that Thibaut is known for. Our company has been around a long time because we offer what customers want and need. With this new line of offerings, we know we're going to stay relevant and ahead of trends in the ever-changing marketplace."

On the web at [thibautdesign.com](http://thibautdesign.com)



The image shows the exterior of a coffee shop named 'Buddy Brew Coffee'. A black awning extends over the entrance, with the shop's name 'BUDDY BREW COFFEE' printed in white, bold, sans-serif capital letters. The building's facade is made of red brick. A small, square window is visible above the entrance. On the brick wall, there is a square sign with a black background and a yellow outline of a dog's head. The lighting is dramatic, with strong shadows and highlights, suggesting a nighttime or low-light setting.

BUDDY BREW  
COFFEE

# AWNING WORKS INC.:

## ELEVATING EMBROIDERY

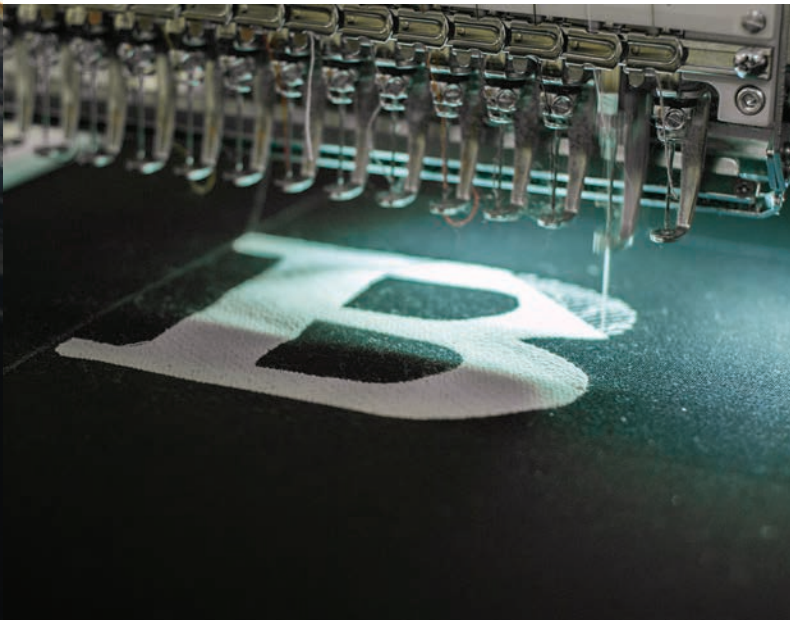
When Steven Schechner and his wife, Deborah, purchased a Clearwater, Florida, awning business in 1985, he never imagined it would grow into a multigenerational family enterprise. It began when Schechner and his wife left their home in New York, traveling thousands of miles to a new life in a warmer climate.

"We decided to make a life change without knowing what lay ahead," Schechner said. "I have family in Florida, and it made sense to move near them. We didn't have any idea what we'd do for a living down there."

With a background in the aerospace industry and extensive experience in design and manufacturing, Schechner found work as a consultant, but the spirit of change hadn't left him, and he realized he wanted a new career to match his new home. When he came



One of Awning Works' first projects with Sunbrella® Embroidery Thread was a custom awning for Buddy Brew Coffee, a Tampa-based craft coffee roaster.



across an advertisement for an awning company, Schechner knew he'd found his new path, and Awning Works Inc. was born.

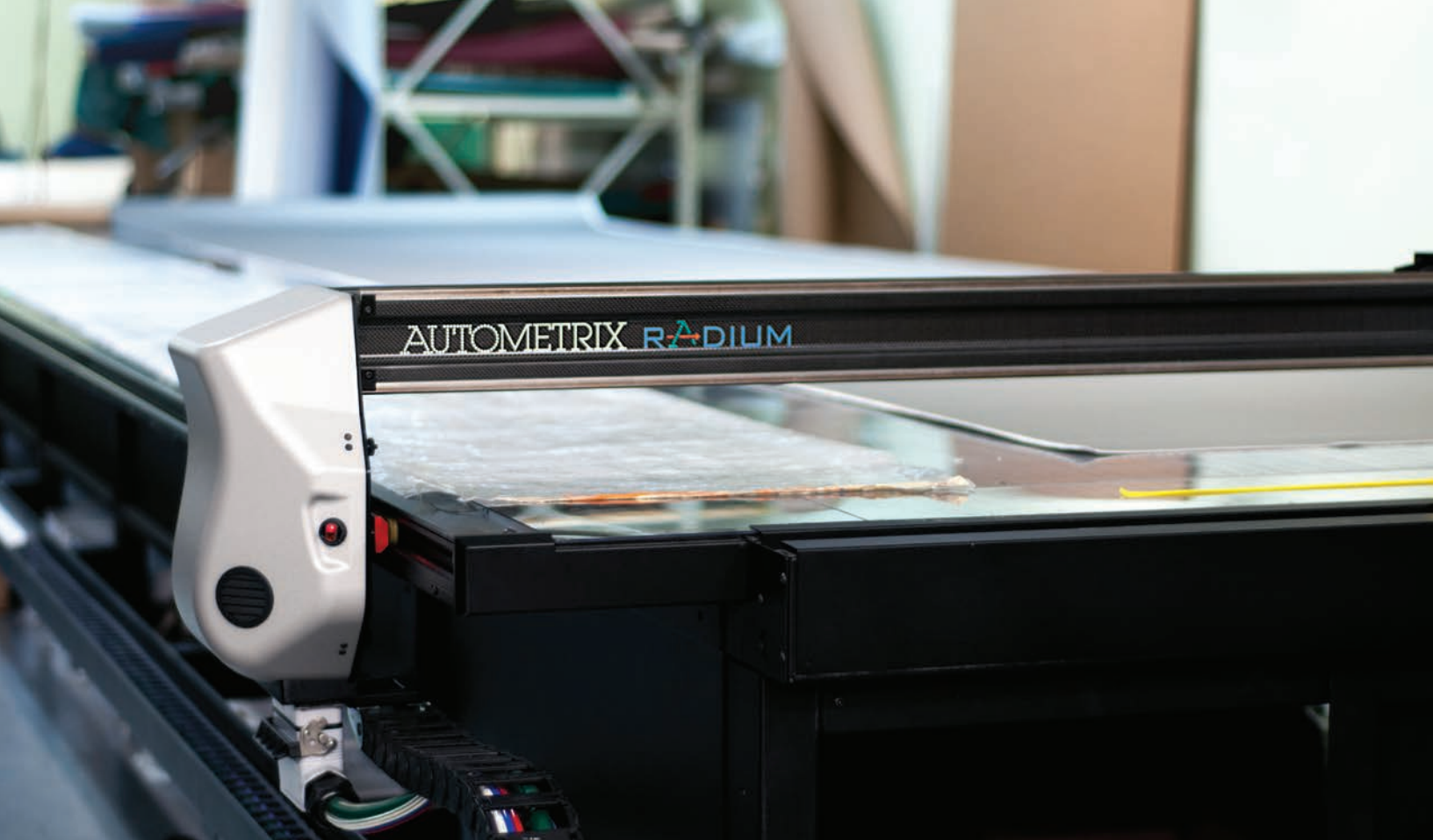
The company began as five employees in a 1,500-square-foot facility. The business grew slowly at first, originally selling only three products: clamshell awnings, fabric awnings and vinyl windows. But the Schechner's persevered by expanding product offerings based on customer needs and building relationships with contractors, designers and employees.

"We run our business as a family," Schechner said. "We're unique that way. Treating people with dignity and respect is our company culture, and family inspires that."

Family was not always a part of Awning Works. Schechner was reluctant to push his two sons, Jeremy and Jarrett, into the family business, instead allowing them to pursue their own passions. As boys, Schechner's sons worked in the shop cleaning floors and learning how to produce and install product, but for a time, the boys pursued other areas of interest.

"I didn't want our sons to feel obligated to take over a company they weren't interested in," Schechner said. "Even when it's your business, it's not only about you."

But their sons did return and brought to the table expertise from various fields. His son Jeremy created the company's e-commerce web development division in 2003 and now serves as the head of



all e-commerce operations. Jeremy's wife, Wendy, also joined the company as the vice president of marketing. Schechner's other son, Jarrett, has his general contractor license and is involved on the awning side of the business.

"Now that the kids are involved we have more resources," Schechner said. "We're a solid family business, and now we're taking on a new growth path."

Looking back, Schechner never thought Awning Works would grow as much as it did. The 48-person company has broken ground on a 20,000-square-foot addition to the manufacturing space at its current facility. The company also runs numerous websites and stores, including flagship brand Patio Lane.

"Business really took off when we launched Patio Lane," Schechner said. "The building has become a destination. It welcomes the design community to collaborate with their clients to create a holistic design approach of an entire space, both indoor and out. But it's not just for designers; everyone is welcome. It's a place where people can build a vision of their customized space and bring it to life."

One of Patio Lane's greatest accomplishments is providing clients with customized products. Proprietary cushion-building software on the website allows clients to create products that meet their exact specifications and order online. Patio Lane also offers the option to use Sunbrella® Embroidery Thread for a truly outdoor UV-resistant decorative pillow or cushion.

When Sunbrella Embroidery Thread was initially released, Glen Raven's distribution subsidiary, Trivantage®, approached Awning Works to be the first vendor to offer Sunbrella Embroidery in a large format capacity. Now Awning Works has the unique ability to create custom, large-scale projects that can fully withstand harsh weather conditions





with ease. One of their first projects with Sunbrella Embroidery Thread was a custom awning for Buddy Brew Coffee, a Tampa-based craft coffee roaster. Schechner and his team have goals of international operations and believe they'll get there by focusing on customization.

"Sunbrella Embroidery Thread is going to be the new normal for outdoor customization," Schechner said. "Unlike other companies, we are willing to take on the challenge of making a client's vision a reality. We're the go-to company for this kind of work, and thanks to our continued partnership with Trivantage and Sunbrella, we know our business will grow even more."

Despite the potential for growth, family is still the heart of Awning Works. Schechner's grandchildren already work in the shop, doing everything from erasing whiteboards to cutting fabric samples and even setting grommets. Yet as he was with his own kids, Schechner is only providing the opportunity to join the business, not demanding it.

"My children are what I'm most proud of," Schechner said. "I never expected them to come back, and now they're running the company. We even have a succession plan in place that we constantly discuss and work on. And now we're making decisions and building the business in a way that, if the grandchildren want to be a part of the company, it will be there for them, too."

On the web at [awningworksinc.com](http://awningworksinc.com)

"Unlike other companies, we are willing to take on the challenge of making a client's vision a reality. We're the go-to company for this kind of work, and thanks to our continued partnership with Trivantage and Sunbrella, we know our business will grow even more."

**STEVEN SCHECHNER**  
President of Awning Works Inc.



# THE ICONIC O.HENRY HOTEL

## IN GREENSBORO GETS AN AWNING FACELIFT FROM THE DIZE COMPANY

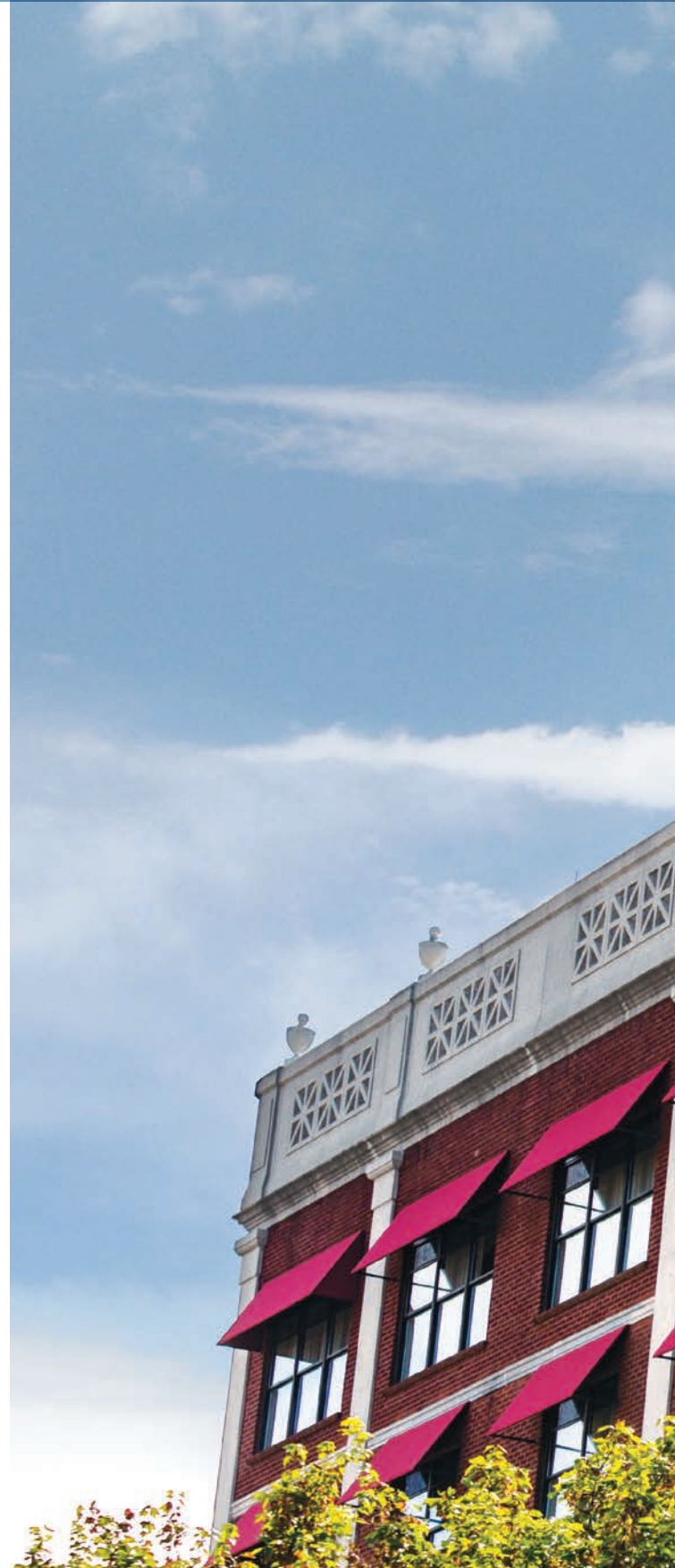
Walking into the O.Henry Hotel in Greensboro, North Carolina, feels like walking into a different time — where one partakes in the ritual of afternoon tea before settling down for an evening of jazz, dinner and dancing. The richly designed lobby features elegantly carved wood paneling, sumptuous window treatments, and overstuffed sofas and chairs that invite visitors to sit down, sink in and stay awhile. Look up and you can read the full text in gold relief of *The Gift of the Magi*, the most famous work by the short story writer and Greensboro native for whom the hotel is named.



From the vintage Checker cab waiting to whisk you off into the city to the tastefully appointed guest rooms, the entire hotel exudes a magical sense of time and place that founder Dennis Quaintance set out to achieve with his wife, Nancy, when they first hatched the idea for the O.Henry Hotel more than 30 years ago. Taking its design cues from the original hotel of the same name — located in downtown Greensboro from 1919 to 1979 — the current facility, built in 1998, looks to the past while embracing the future. A combination of modern hotel amenities and striking exterior design features make it one of the most recognizable buildings in Greensboro.

“The O.Henry is an iconic building,” said Fred Burke, president and CEO of The Dize Company, a large fabricator and distributor of commercial and residential awnings, tarpaulins and window coverings on the East Coast. Dize recently replaced the 131 awnings that provide the O.Henry Hotel with its handsomely designed façade.

“The hotel is one of the tallest structures in this part of town and receives a lot of direct sunlight and exposure to the elements,” Burke explained. “The awnings are replaced every seven years in order to keep the façade looking as sharp as the day the hotel opened 18 years ago.”





O. HENRY HOTEL



The Dize Company has been doing business with Quaintance-Weaver Restaurants and Hotels — one of the only employee-owned hotel companies in the country — for more than 20 years. The awning replacement project came on the heels of another project for Dize at the O. Henry — a shade and rain barrier for the courtyard of the Green Valley Grill, a European-style restaurant connected to the hotel.

Though Dize is no stranger to large-scale commercial projects — the company has been in business since 1913 — this particular awning replacement project came with its fair share of challenges. If not for close collaboration between the hotel and the company, the project could have been a logistical and engineering nightmare.

“Initially, we thought we’d be able to close an entire floor at one time in order to take off the existing awnings and replace them with new ones,” Burke said. “But we had to be sensitive to the guests and work around scheduled bookings.”



Usually in a project of this scale, Dize would replace the awnings from the outside, but this can be difficult to do while there are guests staying in the hotel. Delivering the highest quality end product with minimal disturbances to guests required Dize and the O.Henry team to think outside the box.

“This was a unique project for us because we ended up replacing the awnings from inside each hotel room rather than from the outside,” Burke explained. “We worked closely with the O.Henry team during the project and also did a dry run two weeks before the project was scheduled to commence in order to work out any kinks in our plan. That’s why, once we got started, we were able to replace all of the awnings in just three and a half weeks — well ahead of our proposed five-week timeline.”

For each room, Dize supplied a crew of four fabricators/installers who worked in close collaboration with four O.Henry team members.

First, the O.Henry crew removed the windows in each room so the Dize crew could extend a boom outside the window. The awning was then disassembled and reassembled on site using Crimson Red Firesist® awning fabric, a standard in the industry. The O.Henry team then replaced the windows while the Dize crew moved onto the next room.

“The Dize Company has been working with Glen Raven for a long time — since before Sunbrella was introduced,” Burke said. “This project was really great because we’re a local company that got to use materials from a local North Carolina company on a local hotel whose mission is to be ‘in and of’ the Greensboro community. The O.Henry is a focal point in the Greensboro landscape and we’re proud to be a part of its story.”



“This project was really great because we’re a local company that got to use materials from a local North Carolina company on a local hotel whose mission is to be ‘in and of’ the Greensboro community.”

**FRED BURKE**  
President and CEO of The Dize Company





## EARWORM: 'ZIP-A-DEE-DOO-DAH' INSPIRES NAMING OF AWNINGS BY ZIP DEE

Henry Duda and his wife, Lorraine, were camping in their Airstream trailer in the mid-1960s when Lorraine decided she'd had enough.

The camper was adorned with a simple awning, one that required a great deal of manual installation. A two-person job, the first step was to slide the fabric into the awning rail channel, a process that required precision. Once the fabric was in place, Henry would hold the channel above his head while Lorraine set the stakes. The duo would then work in tandem to bring their pieces together to assemble their awning.

"Simple, right?" asked Jim Webb, president of Awnings by Zip Dee Inc., as he recounted one of the many times the Dudas would manually erect their awning on a camping outing. "It was such a frustrating, time-intensive ordeal that Lorraine finally told him, 'If we have to put that awning up one more time, I'm not going camping anymore.'"

As often happens, many businesses are founded when someone identifies a problem and works to find a solution. Such was the case of Awnings by Zip Dee, a global provider of products for recreational vehicles. Following his wife's pronouncement, Duda, who at the time was a successful dairy businessman, went to work on building a better awning.

"Being in the dairy business, Henry knew that stainless steel was the key to improving an awning structure," Webb said. "He designed an awning for his Airstream using stainless steel for nearly everything — channels, nuts and bolts, washers, screws and other hardware."

The end result was an awning that was easier to install and one that would have a longer, rust-free life. As soon as it was installed on his trailer, a neighbor spotted it and asked Duda to build one for him. Duda promptly left the dairy business and, in 1967, founded his new awning company, which would need a name.

With a nod to his last name and the power of a catchy song, Duda (pronounced doo-dah) had the tune "Zip-a-Dee-Doo-Dah" stuck in his head one day and the rest is history.

Today, Zip Dee manufactures awnings, folding chairs, tire shades and screen enclosures for both the aftermarket and OEMs. Each Zip Dee awning is individually handcrafted in the United States and shipped globally from its headquarters in the western Chicago suburb of Elk Grove Village, where Zip Dee works with customers to identify the right RV accessories for their travels.

"Our company is driven by a single goal — make the best RV products in the industry," Webb said. "We don't follow the industry,





“Our company is driven by a single goal — make the best RV products in the industry,” Webb said. “We don’t follow the industry, we lead it.”

**JIM WEBB**  
 President of Awnings by Zip Dee







we lead it. No one else takes the time to make each awning to order or uses as much stainless steel or hand finishing as we do. And no one comes remotely close to offering as many options and customized extras.”

Take awning colors, for example. Zip Dee offers more than 150 fabric colors and patterns, including vertical patterns and classic solids, in every shade and hue imaginable. And color is not the only advantage Zip Dee offers. Contrary to industry norms, the company custom-makes awnings to virtually any dimension, in lengths from nine to 23 feet, and any odd size in between, inch by inch.

“I learned from Henry that quality is job one and that’s what we stress,” Webb said. “If someone wants a job done cheaply, then I have no problem passing on the opportunity.”

Webb, a sailmaker by training, became president of the company in 2005, when he and two long-time colleagues, Ron Mullins and Ursula Kaceynski, bought the company from Duda’s son-in-law, Bob Miller, who became president following Duda’s death in 1985. Webb and vice presidents Mullins, who heads manufacturing, and Kaceynski, who manages fabric selection, lead a team of 30 employees who have built Zip Dee’s RV awning product lines to be among the most comprehensive in the industry:

- **Relax Automatic Awning** – Ideal when installing a new automatic awning or converting a manual Zip Dee patio awning with a retrofit kit.
- **Century Automatic Lateral Arm Awning** – As the name implies, Century is completely automatic, operated by remote or wall switch and designed to enhance RV experiences.

- **The Evolution Series** – No more roughing it, a touch of a button extends the AutoAwn and Evolution Automatic Window Awning.
- **Patio Awning** – Whether a coach has straight or contoured sides, Zip Dee has a tailored awning and companion hardware to create the perfect streamlined look.
- **Window, Door and Slideout Awnings** – Zip Dee awnings will keep out the sun and rain, while also providing extra privacy.
- **Accessories** – Zip Dee is continually developing innovative products and accessories in the company’s tradition to enhance lifestyles.

To complement the company’s focus on sourcing only the highest quality materials, each Zip Dee awning is made with Sunbrella® fabrics — a major selling point for customers familiar with the iconic brand. Zip Dee has specified Sunbrella since 1967, a relationship that includes advice on the latest color and design trends for its product lines.

“Sunbrella is a constant source of design inspiration,” Webb said, adding that Glen Raven’s distribution subsidiary, Trivantage®, is an important partner in helping the company stay abreast of evolving customer tastes.

“We are a leader in our industry in no small part due to our partnership with Trivantage,” he added. “They are a leader in where our customers are headed and instrumental in helping Zip Dee build a global brand.”

On the web at [awningsbyzipdee.com](http://awningsbyzipdee.com)





# LIMITED EDITION:

## THE ART OF COLLABORATION IN FRENCH YACHT LIFESTYLE DESIGN

What do you get when you combine two world-leading brands known for innovation, technical expertise, performance and design? Meet the 560 Imagine by Lagoon®, a limited edition luxury catamaran featuring a one-of-a-kind design collaboration with the Sunbrella® and Dickson brands of performance fabrics from Glen Raven Custom Fabrics.

"This is a unique partnership because it is the first time Sunbrella has been involved so far upstream in the design process of a boat of this scale," said Marie-Hélène Roeland, marketing manager at Dickson. "The 560 Imagine is the result of a shared determination to create a new design signature that infuses high-end French lifestyle design into the world of yachting."

Though the Lagoon brand has been using Sunbrella fabrics for many years, this is the first time that the two brands have collaborated throughout the entire design process. The collaboration brought Dickson's marketing and design teams to the table to determine the textile themes for the boat.

"The yachting world is usually very traditional in its selection of fabrics, but here we have selected more vibrant fabrics and color combinations that bring a touch of daring and creativity to this catamaran," Roeland said. "The fabrics come from a variety of sources including our marine, In & Out and flooring collections. Inside, outside, for a house or catamaran — this partnership shows that Sunbrella can be used to furnish all of the elements of this genuine home on the water."

The 560 Imagine is exceptional in its use of textiles to design indoor and outdoor spaces like the living rooms of a home. The color palette features on-trend shades of blue, sandy beige and grey taupe to create an elegant, modern and refined harmony. The chosen fabrics mix weaves, jacquards and interesting textures; custom tailoring, finishes and embroidering add to the luxury details.

"The 560 Imagine is a fine example of collaboration between two great French design houses that have the same values of performance and luxury," Roeland said. "This partnership gets people talking and hopefully gives our customers new ideas and a desire for design and originality."

# 'EVERYTHING LASTS LONGER' AT TUMACS COVERS

Gary Voukovic is a big, soft-spoken guy whose hands have expertly crafted boat covers dotting U.S. waterways for nearly 40 years. He also is a man of few words, so when asked why Tumacs Covers has become the go-to brand for custom-quality boats covers, his choice of words carries a certain weight.

"Everything lasts longer," answered one of the longest-tenured employees at the leading manufacturer of boat covers for boating manufacturers, dealers and enthusiasts. "We use better thread than everybody else uses and it doesn't rot out. We have lapped seams so they don't leak."

In other words, boat covers by Tumacs are designed to last. In fact, the "everything" that lasts longer at Tumacs Covers also extends to the owners. Two friends — or two Macs — Elmer "Mac" McCall and Larry "Mac" McGovern, started Tumacs in 1958. McGovern retired in the 1970s, but 93-year-old McCall still comes to the shop every day to pass along sage advice to his son, Bob McCall.

"My dad's keen business sense always kept him a step ahead," said Bob McCall, owner and president of Tumacs Covers, headquartered in the Pittsburgh suburb of Pleasant Hills. "When he founded his own canvas company after a stint at a similar business, he added a line of boat covers. His was the only canvas company to do so, laying the foundation for nearly six decades of success."

Since that day in 1958, Tumacs Covers has developed tens of thousands of canvas patterns for various boat manufacturers and model years. Its extensive collection of unique patterns has enabled the company to handcraft custom boat covers that are expertly tailored for an exact fit for its product lines:

- **Playpen Covers** – Handcrafted and custom fitted to snap on and secure around tops with Velcro flaps. Each custom cover has double-stitched, fully concealed lap seams that won't leak and reinforcements sewn in at the windshield and other stress points.

# TUMACS

## BOAT COVER COMPANY

ESTABLISHED 1958



CHRIS PRESSLER

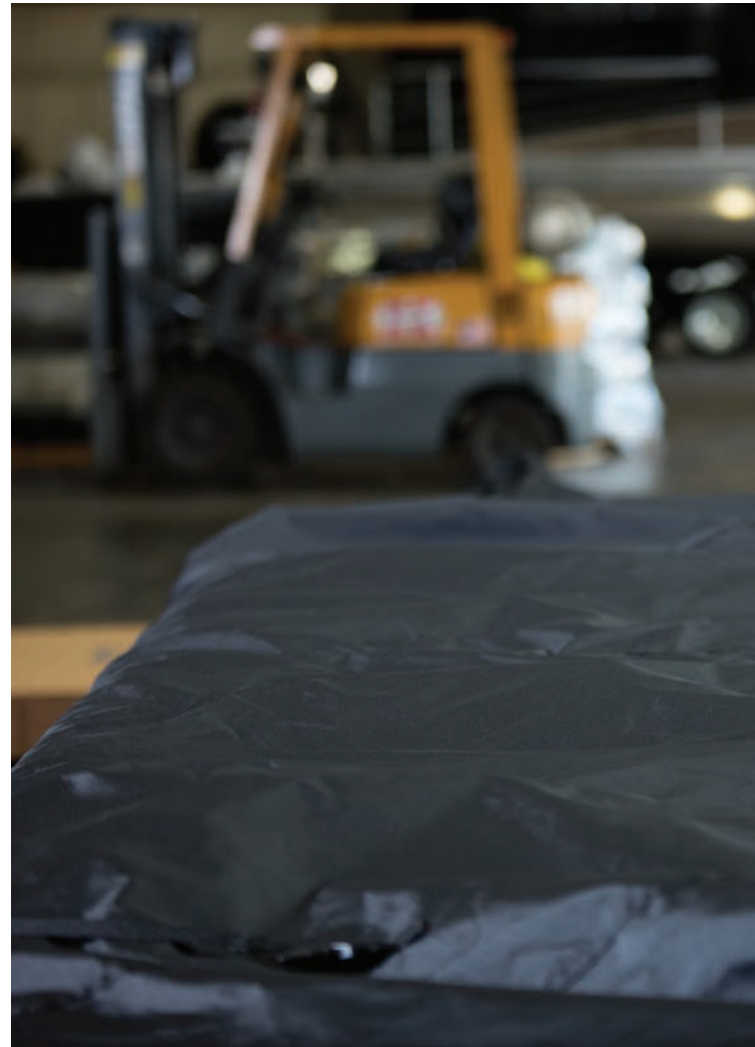
- **Bimini Tops** – Bimini tops from Tumacs are available in a selection of carefully engineered fabrics to provide protection in a wide variety of colors. Handcrafted and fitted specifically for each boat model, each custom cover is constructed with specially designed hardware and marine-grade fabrics to ensure high performance and low maintenance.
- **Enclosures** – Tumacs can custom build an enclosure for any size or style boat using the finest materials in the industry. Available in full and half enclosures, the line is manufactured to exact specifications, guaranteeing a perfectly tailored fit.

“Our experience, dedication and efficient approach to manufacturing playpen covers, bimini tops and enclosures have helped our company become an established and trusted name within the marine industry,” McCall said. “We also pride ourselves on our attention to detail. Gary and each of our 55 associates use their creativity and knowledge to handcraft each cover. That’s the Tumacs difference.”

The success of the Tumacs difference also can be measured in steady expansions across the Midwest. Tumacs opened a manufacturing center in Elkhart, Indiana, in 2006 to serve Bennington Pontoon Boats, and the company began serving Forest River Marine from its Indiana location in 2009. In 2013, the company expanded to Lansing, Michigan, to work with Manitou Pontoon Boats and Apex Gillgetter. All are market share leaders in the industry, a distinction that also extends to Tumacs.

“We go to great lengths to do what boat makers need, when they need it,” said Chris Pressler, general manager of Tumacs’ Elkhart facility. “Anybody can build a good boat cover. We build quality boat covers, and what sets us apart from our competitors is the fact that we’re service oriented.”

Tumacs service is legendary in the industry, in part due to its proximity to its marine customers.





"Our customers often need a cover turned around in a matter of hours," Pressler explained. "They have an idea and we'll need to be on-site with them within 20 minutes to create a pattern. We'll return to the shop, develop a prototype and return with a finished product that they can ship out in less than four hours."

McCall added that in addition to his team functioning as a well-oiled machine, customers also keep turning to Tumacs because its custom boat covers are made using the best marine grade canvases available to the industry, Sunbrella® and Sur Last®. Boaters have made Sunbrella fabrics the No. 1 marine fabric because of the brand's classic good looks, fade resistance, ease of cleaning and durability, while Sur Last is a solution-dyed polyester fabric that's ideal for personal watercraft covers.

"Our customers request these Glen Raven products by name, especially Sur Last," McCall said, noting that his customers have won numerous J.D. Power awards for the total quality of their products. "The fabric hits a sweet spot on playpen covers for pontoon boats because it's a woven fabric that's fade resistant, durable and abrasion resistant."

In terms of the future, McCall's business strategy is to foster organic growth with his existing customers while keeping an eye on new opportunities in the rapidly expanding pontoon boat business. And at age 60, he also is working closely to integrate his two sons into the business — Matt, 30, the company's chief financial officer, and Rob, 25, its chief operating officer.

"Our expansion strategy is to expand one boat cover at a time, and as long as boats need covers, we want someone with 'Mac' in the last name making them," McCall said.

On the web at [tumacscovers.com](http://tumacscovers.com)

# GLEN RAVEN GLOBAL LOCATIONS

## GLEN RAVEN, INC.

- Corporate Office  
Glen Raven, NC  
336.227.6211

## GLEN RAVEN CUSTOM FABRICS

- Corporate Office  
Glen Raven, NC  
336.227.6211
- Anderson Plant  
Anderson, SC  
864.224.1671
- Burlington Plant  
Burlington, NC  
336.227.6211
- Burnsville Plant  
Burnsville, NC  
828.682.2142
- Norlina Plant  
Norlina, NC  
252.456.4141
- High Point Showroom  
High Point, NC  
336.886.5720

## GLEN RAVEN TECHNICAL FABRICS

- Corporate Office  
Glen Raven, NC  
336.227.6211

Park Avenue Plant  
Glen Raven, NC  
336.229.5576

## TRIVANTAGE

- Corporate Office  
Glen Raven, NC  
336.227.6211
- Consolidated Distribution Center  
Mebane, NC  
877.540.6803
- Texas Distribution Center  
Irving, TX  
800.786.7610
- Washington Distribution Center  
Tukwila, WA  
800.213.1465
- Southern California Distribution Center  
City of Industry, CA  
800.841.0555

- Northern California Distribution Center  
Hayward, CA  
800.786.7607
- Colorado Distribution Center  
Denver, CO  
800.786.7609
- Florida Distribution Center  
Miami, FL  
800.786.7605
- Georgia Distribution Center  
Lithia Springs, GA  
800.786.7606
- Illinois Distribution Center  
Elmhurst, IL  
800.786.6808
- Ohio Distribution Center  
Middleburg Heights, OH  
800.786.7601
- Missouri Distribution Center  
Maryland Heights, MO  
800.786.7603
- New Jersey Distribution Center  
Somerset, NJ  
800.786.7602

## TRICAN CORPORATION

- Mississauga, ON  
Canada  
800.387.2851

## TUNALI TEC

- Tunali Tec Cuernavaca  
Jiutepec, Morelos  
Mexico  
800.00.88625
- Tunali Tec Guadalajara  
Guadalajara, Jalisco  
Mexico  
800.00.88625
- Tunali Tec Cancun  
Cancun, Quintana Roo  
Mexico  
800.00.88625

## DICKSON-CONSTANT

- Corporate Office  
Wasquehal, France  
33.(0)3.20.45.59.59
- Dickson-Constant Italia SRL  
Gaglianico, Italy  
39.015.249.63.03

Glen Raven, Inc.  
 1831 North Park Avenue  
 Glen Raven, NC 27217  
 336.227.6211  
 glenraven.com



- Corporate
- Manufacturing
- Corporate/Manufacturing
- Distribution
- Sales/Service
- Logistics
- Countries Sold Into

- Dickson-Constant GMBH  
 Fulda, Germany  
 49.(0)661.380.82.0
- Dickson-Constant Nordiska AB  
 Frölunda, Sweden  
 46.31.50.00.95
- Sales Office  
 Barcelona, Spain  
 34.93.635.42.00

**DICKSON COATINGS**

- Dickson PTL  
 Dagneux, France  
 33.(0)4.37.85.80.00
- Dickson Saint Clair  
 Saint Clair de la Tour, France  
 33.(0)4.74.83.51.00

**STRATA SYSTEMS**

- Corporate Office  
 Cumming, GA  
 800.680.7750

**STRATA GEOSYSTEMS (INDIA)**

- Corporate Office  
 Mumbai  
 91.22.406.35100

- Daman Plant  
 Bhimpore, Daman  
 91.260.222.1060
- Hyderabad Sales Office  
 Hyderabad  
 91.9949.361.706
- Gurgaon Sales Office  
 Gurgaon, Haryana  
 91.9871.102.146

**GEO SOLUÇÕES (A STRATA COMPANY)**

- São Paulo, Brazil  
 11.3803.9509

**GLEN RAVEN ASIA**

- Corporate Office  
 Jiangsu Province, Suzhou  
 86.512.6763.8151
- Sales Office  
 Xuhui District, Shanghai  
 86.21.5403.8385
- Sales Office  
 Xicheng District, Beijing  
 86.10.8836.5210
- Sales Office  
 Luohu District, Shenzhen  
 86.755.2238.5117

**SUNBRELLA/DICKSON GLOBAL**

- Northern Latin America Sales Office  
 Bogota, Colombia  
 57.310.461.0776
- Southern Latin America Sales Office  
 Montevideo, Uruguay  
 59.89.9209.219
- Northern Pacific Rim Sales Office  
 Xuhui District, Shanghai  
 86.21.5403.8385
- Vietnam Sales Office  
 Ho Chi Minh City, Vietnam  
 84.8.38.27.72.01
- Indonesia Sales Office  
 Jakarta, Indonesia  
 62.21.5289.7393
- South Pacific Rim Sales Office  
 New South Wales, Australia  
 61.2.997.44393
- South Africa Sales Office  
 Port Elizabeth, South Africa  
 27.(0)41.484.4443
- Central America Sales Office  
 Fort Myers, FL  
 239.466.2660
- Thailand Sales Office  
 Bangkok, Thailand  
 66.87.515.8866

**GLEN RAVEN LOGISTICS**

- Corporate Office  
 Altamahaw, NC  
 800.729.0081
- Laredo Office  
 Laredo, TX  
 956.729.8030
- Mexico Sales Office  
 Mexico City, Mexico  
 011.525.55.561.9448
- New Jersey Terminal  
 Avenel, NJ  
 800.729.0081
- California Terminal  
 City of Industry, CA  
 800.729.0081
- Texas Terminal  
 Laredo, TX  
 800.729.0081